

INTERCOLLEGIATE BROADCASTING SYSTEM

1963 NATIONAL CONVENTION

NEW YORK UNIVERSITY

UNIVERSITY HEIGHTS

NEW YORK, NEW YORK

March 23rd, 1963

Host Stations

WNYU & WCAG

8:30 to 10:00

REGISTRATION and COFFEE HOUR

Room 1-17 Gould Student Center

EQUIPMENT EXHIBITS

Room 1-16 Gould Student Center

10:00 to 12:00

MORNING SESSIONS

A1 MUSIC

Room 22 Language Hall

RECORD LIBRARIES & MUSIC

LICENSING, Sidney Gruber,

Director - Station Relations, SESAC

CLASSICAL MUSIC PROGRAMMING

Martin Bookspan, Director of

Recorded Music, WQXR

A2 PROMOTION

Room 23 Language Hall

STATION MANAGEMENT &

PROMOTION, John Pegram, IBS

AIR PERSONALITY PROMOTION

Paul Brown, Paul Brown Promotions

A3 ENGINEERING

Room 26 Language Hall

RF DISTRIBUTION, George Eustis,

IBS Engineering Manager

LOW POWER TRANSMITTER DESIGN

AND CONSTRUCTION

Richard Crompton, Chairman, IBS

A4 TRAFFIC

Room 27 Language Hall

CONTINUITY CONTROL, Thomas

Bletcher, IBS Regional Director

SALES SERVICE & TRAFFIC

Bill Rohrer, WINS

A5 PRODUCTION

Hall of Fame Playhouse

PRODUCTION TECHNIQUES

Staff of WCAG, NYU

12:00 to 1:15

LUNCHEON BANQUET

New Hall Cafeteria

Reservations required, Tickets

may be picked up at the

Convention Registration Desk

1:30 to 2:45

GENERAL SESSION

Hall of Fame Playhouse

DIMENSIONS OF THE RADIO

AUDIENCE, Fred Ruegg,

Vice President, CBS

3:00 to 5:00

AFTERNOON SESSIONS

B1 SALES & NETWORKS

Room 22 Language Hall

SELLING THE NATIONAL

ADVERTISER, Alan Bell,

Advertising Time Sales, Inc.

LOCAL NETWORKING,

Dan Johnson, Pittsburgh

Collegiate Network

B2. STATION OUTREACH

Room 23 Language Hall

PROGRAM SYNDICATION

Jay Bulmash, WKCR, Columbia

SUBSIDIARY RECORDING BUSINESS

Alan MacClean

WHRB, Harvard

MORE

B3 SPORTS

Room 26 Language Hall

SPORTS PRODUCTION

Marc Teichman, WNYU

SPORTS PROGRAMMING

Gene Cicatelli, WGTB, Georgetown

B4 FM

Room 27 Language Hall

WHY FM? Jeff Kuklin

formerly Station Manager, WNCN

THE NEW FM RULES

Bill Malone, IBS President

B5 PROGRAMMING

(Room to be assigned)

FM PROGRAMMING, Robert

Rodgers, WVVC, Knox College

PRODUCTION OF NEWS &

SPECIAL EVENTS, Joseph

Steinberg, WNYU

The Intercollegiate Broadcasting System wishes to extend its thanks to WNYU and WCAG, our hosts for the 1963 National Convention. Our special thanks go to Lawrence J. Hollander, Assistant to the Dean of the College of Engineering, New York University, for his assistance.

IBS NATIONAL CONVENTION COMMITTEE

Richard H. Crompton

William R. Malone

John B. Pegram

Fritz Kass